



**CARL DATA SOLUTIONS INC.
(FORMERLY CARL CAPITAL CORP.)**

**MANAGEMENT'S DISCUSSION & ANALYSIS
FOR THE THREE AND SIX MONTHS ENDED DECEMBER 31, 2015**

General

This Management's Discussion and Analysis ("MD&A") of CARL Data Solutions Inc. (formerly Carl Capital Corp.) ("CARL," or the "Company") is dated February 26, 2016 and provides an analysis of CARL's unaudited condensed interim consolidated financial results for the three and six months ended December 31, 2015 ("F2016-Q2") compared to the three and six months ended December 31, 2014 ("F2015-Q2").

The following information should be read in conjunction with the Company's December 31, 2015 unaudited condensed interim consolidated financial statements with accompanying notes ("F2016-Q2 Interim F/S") which have been prepared in accordance with IAS 34 *Interim Financial Reporting*, and the Company's audited consolidated financial statements with accompanying notes and related MD&A for the fiscal year ended June 30, 2015 ("F2015"), which were prepared in accordance with International Financial Reporting Standards ("IFRS"). The F2016-Q2 Interim F/S follow the same accounting policies and methods of computation as compared with the most recent fiscal financial statements.

All dollar figures are expressed in Canadian dollars unless otherwise stated. These documents and additional information on the Company are available on the SEDAR website at www.sedar.com.

Cautionary Statement Regarding Forward-Looking Statements

Certain statements contained in this document constitute "forward-looking statements". When used in this document, the words "may", "would", "could", "will", "intend", "plan", "propose", "anticipate" and "believe", are intended to identify forward-looking statements. Such statements reflect the Company's "forecast", "estimate", "expectation" and similar expressions as they relate to the Company's current views with respect to future events and are subject to certain risks, uncertainties and assumptions.

The forward-looking statements contained in this MD&A are made as of the date hereof and represent the Company's views as of the date of this document. While the Company believes that the expectations reflected in the forward-looking statements and information contained herein are reasonable, no assurance can be given that these expectations, or the assumptions underlying these expectations, will prove to be correct. The Company acknowledges that subsequent events and developments may cause the views expressed herein to change, however, the Company has no intention and undertakes no obligation to update, revise or correct such forward-looking information, whether as a result of new information, future events or otherwise, except as required by applicable securities law. Therefore, there can be no assurance that forward-looking information contained herein will prove to be accurate as actual results and future events could differ materially from those expected or estimated in such statements. Accordingly, readers should not place undue reliance on forward-looking information.

Description of Business

CARL Data Solutions Inc. (Formerly Carl Capital Corp.) ("CARL" or the "Company", together with its wholly owned subsidiaries, Extend to Social Media Inc. ("ETS") and FlowWorks Inc. ("FlowWorks")) was incorporated under the Business Corporations Act (British Columbia) on January 17, 2014. On January 21, 2015, the Company's listed its shares for trading the Canadian Securities Exchange ("CSE") under the symbol "CRL".

ETS was incorporated in the province of British Columbia on January 30, 2013, and CARL acquired all of the outstanding share capital of ETS on May 30, 2014. FlowWorks was incorporated in Washington State, USA on May 5, 2010 and CARL acquired all of the outstanding share capital of FlowWorks on October 15, 2015.

CARL is a developer of Big-Data-as-a-Service ("BDaaS")-based solutions, providing the next generation data collection, storage and analytic solutions for data-centric companies.

CARL Data Solutions' first acquisition was ETS, a company with an application that allows clients to leverage their customers' social networks for referral marketing and analytics.

CARL recently acquired FlowWorks, a company that helps its clients analyze and understand all forms of environmental data through a powerful platform of data collection, monitoring, analysis, and reporting tools using a cloud-based mass storage and advanced analytics,

CARL is improving the scalability and functionality of the acquired companies and building a universal platform for other data-centric applications to dramatically improve overall efficiency and end product offering for our customers. CARL is creating a virtually unlimited data storage environment from which informative visual representations of data can be created. The goal of the Company is to deliver a comprehensive data management solution for datasets of any size, type and complexity. CARL's Enterprise Application Platform has been designed to have the unique capacity to collect and store enormous data sets, and organize and display this information in an intuitive cloud based user interface. CARL offers virtually unlimited data collection and storage for both structured and unstructured data sets from almost any data source (e.g. CRM, Accounting, Marketing, POS, Log Files, Web Services etc.).

Going Concern

This MD&A and the unaudited condensed consolidated interim financial statements have been prepared on the basis that the Company will remain a going concern which contemplates the realization of assets and the satisfaction of liabilities in the normal course of business for the Company's next fiscal year. The Company's ability to continue as a going concern is dependent upon its ability to generate future profitable operations and/or to obtain the necessary financing to meet its obligations and repay its liabilities arising from normal business operations when they come due.

The Company has not achieved profitable operations. During the six months ended December 31, 2015, the Company incurred an operating loss of \$891,053, and as at December 31, 2015, the Company had a deficit of \$1,465,089. The Company had negative working capital of \$555,212 as at December 31, 2015, and the Company expects to incur further operating losses for the foreseeable future in the development of its business and expects that it will require additional financing. The Company's ability to continue as a going concern is dependent upon the ability to find, acquire and develop various businesses with growth potential, its ability to obtain the necessary financing to carry out this strategy and to meet its corporate overhead needs and discharge its liabilities as they come due. Although the Company has been successful in the past in obtaining financing, there is no assurance that it will be able to obtain adequate financing in the future or that such financing will be on terms advantageous to the Company. Therefore, this indicates a material uncertainty that may cast significant doubt about the Company's ability to continue as a going concern.

As a result of the above, realization values may be substantially different from the carrying values shown and the condensed consolidated interim financial statements do not give effect to adjustments that would be necessary to the carrying values and classification of assets and liabilities should the Company be unable to continue as a going concern.

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Selected Financial Information

The following sets out selected consolidated financial information from the Company's period indicated, which has been derived from the Company's condensed interim consolidated financial statements. Users of this information should read the following in conjunction with those statements and the annual statements thereto.

| (Unaudited) <i>(Expressed in Canadian dollars)</i> | Three months ended | | Six months ended | |
|--|------------------------------|------------------------------|------------------------------|------------------------------|
| | December 31, 2015 | December 31, 2014 | December 31, 2015 | December 31, 2014 |
| Revenue | \$ 263,952 | \$ - | \$ 285,202 | \$ - |
| Expenses | \$ 830,205 | \$ 39,663 | \$ 1,106,581 | \$ 102,564 |
| Operating Loss | \$ (566,253) | \$ (39,663) | \$ (821,379) | \$ (102,564) |
| Net Loss for the period | \$ (635,927) | \$ (39,663) | \$ (891,053) | \$ (102,564) |
| Loss per share – | | | | |
| Basic | (\$0.11) | (\$0.003) | (\$0.16) | (\$0.008) |
| Diluted | (\$0.08) | (\$0.003) | (\$0.12) | (\$0.008) |

Overall Performance

Acquisition of FlowWorks Inc.

On October 13, 2015, the Company completed its 100% acquisition of FlowWorks Inc. ("FlowWorks"), by issuing 7,629,397 common shares of the Company to two shareholders of FlowWorks.

One shareholder of FlowWorks, holding approximately 11% of FlowWorks, has dissented to the transaction. The Company agreed to assume any obligation in connection with payment of fair value for such dissenting shares and all expenses in connections with dissenter's right obligations of FlowWorks.

FlowWorks is the owner of a Software-as-a-Service web-based online application that provides its clients with advanced tools to analyze environmental data. The application is a powerful platform of data collection, monitoring, analysis and reporting tools. The application is currently focused on water management.

The business model of FlowWorks is consistent with the business model and strategy of CARL. FlowWorks demonstrates traits which align with the Company's values and direction. Further, the software application developed by FlowWorks has potential for additional applications.

The purchase price allocation for FlowWorks is detailed in note 6 of the accompanying unaudited condensed consolidated interim financial statements for the three and six months ended December 31, 2015.

Due Diligence for Convertible Notes

The Company has commenced a due diligence process with an Ontario-based investment fund (the "Investor") to undertake a possible private placement financing by issuing to the Investor, senior secured collateralized convertible notes (the "Notes") for a maximum of \$2,000,000.

A due diligence fee of \$25,000 has been paid to the Investor and 250,000 common shares of the Company have been issued to the Investor. CARL has agreed that a break fee of \$100,000 will be payable to the Investor if, for any reason, the Company decides not to proceed with the Notes.

Proceeds from the Notes are expected to be used for the development of the Company's technology, to further expand the business of recently acquired FlowWorks and for general working capital purposes.

Short-Term Loans

The Company has entered into loan agreements with various lenders to borrow \$143,000 due on May 31, 2016 with interest of 15% annualized in cash and a number of shares equal to 15% of the face value of the loan converted at \$0.30 per share, and \$400,000 due on May 31, 2016 with interest on repayment of 30% in cash or shares converted at \$0.30 per share at the option of the Company.

Completed Private Placements

During the six months ended December 31, 2015, the Company completed a non-brokered private placement by issuing 440,000 common shares at a price of \$0.25 per common share for gross proceeds of \$110,000.

On January 21, 2015, the Company announced the completion of a non-brokered private placement offering (the "Offering") pursuant to which it sold an aggregate of 1,333,334 units (each, a "Unit"), at a price of \$0.30 per Unit, for gross proceeds of \$400,000. As at December 31, 2015, the Company had issued 224,000 Units for proceeds of \$67,200.

Each Unit sold was comprised of one common share (each, a "Share") in the capital of the Company and one-half of one transferable share purchase warrant (each whole warrant being a "Warrant"). Each Warrant entitles the holder thereof to acquire one Share at a price of \$0.45. The Warrants expire two years from the date of issuance and are subject to an acceleration provision such that if the Shares trade at a price greater than \$0.75 per Share for ten consecutive trading days, the Company will have the right to accelerate the expiry of the Warrants by giving notice to the holders of the Warrants by news release that the Warrants will expire on a date that is not less than 30 days from the date such notice is given.

The proceeds of the Offering will be used for sales and marketing, product development and the hiring of new personnel.

In connection with the Offering, the Company issued finder's warrants to purchase an aggregate of 6,720 Shares at an exercise price of \$0.30 per Share until December 31, 2016, and paid a finder's fee of \$2,016 to one finder.

Granting of Stock options

Pursuant to the Company's Option Plan, the Company granted an aggregate of 1,128,600 stock options (the "Options") each exercisable into one Share of the Company at a price of \$0.40 per Share to various employees, consultants and one officer exercisable until January 20, 2021.

Of the 1,128,600 options, 220,000 options (the "Officer Options") were granted to Skanderbeg Financial Advisory Inc., a company with Kevin Ma, the Chief Financial Officer of CARL, as a director. The Officer Options follow a vesting schedule whereby 25% of the options vest on each of March 31, 2016, June 30, 2016, September 30, 2016 and December 31, 2016. The remaining 908,600 options follow a vesting schedule whereby 25% vest immediately upon grant, 25% vest one year after the grant date, a further 25% vest two years after the grant date and the remainder vests three years after the grant date.

Market-Making Services

The Company has retained Trapeze Capital Corp. ("Trapeze") to provide market-making services in accordance with Canadian Securities Exchange ("CSE") policies (the "Services"). Trapeze has been retained to trade shares of the Company on the CSE with the objective of contributing to market liquidity of the Company's shares.

Under the terms of the agreement (the "Agreement"), with an effective date of December 1, 2015, Trapeze will receive compensation of \$5,000 per month. Trapeze will not receive shares or options as compensation under this Agreement. However, Trapeze and its clients may have or may acquire a direct interest in the securities of the Company through the Services. CARL and Trapeze are unrelated and unaffiliated entities; Trapeze is a member of the Investment Industry Regulatory Organization of Canada, a participating organization of the TSX and a member of the TSX Venture Exchange. The capital and securities required for any trade undertaken by Trapeze as principal will be provided by Trapeze. The Agreement is for an initial term of 180 days and shall be automatically renewed for subsequent 180 day periods unless terminated with notice delivered 30 days prior to each renewal date.

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Summary of Quarterly Results

Key financial information (unaudited) for each quarter of the 2016 fiscal year as well as the quarters spanning the two most recently preceding fiscal years is summarized as follows, reported in Canadian dollars:

| | F2014-Q3 Mar 31 2014 | F2014-Q4 Jun 30 2014 | F2015-Q1 Sep 30 2014 | F2015-Q2 Dec 31 2014 | F2015-Q3 Mar 31 2015 | F2015-Q4 Jun 30 2015 | F2016-Q1 Sep 30 2015 | F2016-Q2 Dec 31 2015 |
|----------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Revenue | \$ - | \$ - | \$ - | \$ - | \$ 10,500 | \$ 15,750 | \$ 21,250 | \$ 263,952 |
| Expenses | \$ 29,550 | \$ 31,760 | \$ 62,901 | \$ 39,663 | \$ 255,619 | \$ 232,793 | \$ 276,376 | \$ 830,205 |
| Net Loss | \$ (29,550) | \$ (31,760) | \$ (62,901) | \$ (39,663) | \$ (245,119) | \$ (165,042) | \$ (255,126) | \$ (635,927) |
| Loss per Share | | | | | | | | |
| Basic | n/a | \$0.007 | \$0.005 | \$0.003 | \$0.014 | \$0.02 | \$0.01 | \$0.11 |
| Diluted | n/a | \$0.007 | \$0.005 | \$0.003 | \$0.014 | \$0.02 | \$0.01 | \$0.08 |
| Assets | \$ - | \$ 364,400 | \$ 304,320 | \$ 280,825 | \$ 641,647 | \$ 749,039 | \$ 623,220 | \$ 4,488,674 |
| Liabilities | \$ 29,550 | \$ 62,210 | \$ 88,908 | \$ 116,895 | \$ 82,501 | \$ 55,907 | \$ 75,214 | \$ 1,878,863 |
| Shareholders' Equity | \$ (29,550) | \$ 302,190 | \$ 215,412 | \$ 163,930 | \$ 559,146 | \$ 693,132 | \$ 548,006 | \$ 2,609,811 |

The Company is in the startup phase of operations. Most expenses in the period from inception (January 17, 2014) to December 31, 2015 have pertained to consulting fees and professional fees for services relating to the incorporation and strategy of the Company, the negotiation of the purchase of ETS and FlowWorks, and the preparation for the initial public offering and the listing of the shares on the CSE.

Overall operating loss in the three-month period ended June 30, 2015, was \$165,042 of which \$200,261 was consulting and professional fees, and an offsetting recovery on deferred income taxes. The previous three-month period from January 1, 2015 to March 31, 2015 had a loss of \$245,119 which was also primarily consulting and professional fees. The increase in the fourth quarter ended June 30, 2015 related to the acquisition of FlowWorks, which completed on October 13, 2015. The operations of FlowWorks have been included from the date of acquisition on October 13, 2015 to December 31, 2015; consequently, the revenues and expenses of the Company have increased substantially in the period. During the three month period ended December 31, 2015, FlowWorks contributed \$239,952 to revenues and \$223,536 to the loss for this period. The net loss for the three months ended December 31, 2015 was \$635,927. Additionally, the Company incurred expenses of \$100,000 with respect to due diligence on convertible notes in the three months ended December 31, 2015.

Discussion of Second Quarter Operations

Revenue

The Company is in the early stages of developing the software of ETS and does not have revenues to report from its referral marketing operations. In the six months ended December 31, 2015, the Company reported \$45,250 (2014 - \$Nil) in revenue pertaining to the terms of a data services contract executed with a company on February 1, 2015. The data services contract provides for a monthly fee of \$5,250 for six months in respect of certain data services provided by ETS and was extended for one-year, starting August 1, 2015 at a monthly rate of \$8,000.

The balance of revenues of \$239,952 relates to the revenue generated by FlowWorks in the period from October 13, 2015 to December 31, 2015. FlowWorks generates revenue from service fees from its web-based application used for data analysis.

Operating Expenses

Overall, the Company's operating expenses have increased over the prior period as the Company has grown considerably from the prior period having completed its IPO, listing on the CSE and acquisition of FlowWorks between the comparative period and present. Consequently, operating expenses have increased as CARL is a publicly reporting entity with a larger corporate structure.

Consulting and professional fees

Consulting and professional fees for the six months ended December 31, 2015 were \$227,067 (2014 - \$31,300) and \$143,814 (2014 - \$57,540), respectively. In the current period, fees increased as the Company worked on its acquisition of FlowWorks, which completed on October 13, 2015. The Company has engaged a larger number of consultants to support its growing business model.

Occupancy costs and office expenses

Occupancy costs and office expenses for the six months ended December 31, 2015 were \$26,459 (2014 - \$3,000) and \$44,067 (2014 - \$2,752), respectively. Costs have increased following the acquisition of ETS and FlowWorks, and listing on the CSE in the comparative period. The increased activity has resulted in additional office space and supplies expenses. Additionally, the Company incurred costs of \$24,753 (2014 - \$Nil) in computer expenses for supplies in advancement of the Company's operations following acquisition of ETS.

Filing and transfer agent fees and Investor Relations

The Company has begun incurring filing and transfer agent fees pertaining to ongoing public company related regulatory and compliance expenses. The Company initiated investor relations campaigns to ensure that the Company maintains access to public markets for fund raising and so that current shareholders can benefit from an active market for their shares.

Marketing costs and Travel expenses

In the promotion of the ETS business and the development of the ETS software, the Company has undertaken efforts to promote the company on various web based and other electronic means. Travel has also been necessary in developing new contacts, both as clients for the ETS referral product and as potential future investors.

Salaries & wages

Salaries and wages expense of \$179,215 (2014 - \$Nil) relates predominantly to staff working for FlowWorks.

Specific items

Amortization expense of \$114,247 (2014 - \$Nil) relates to the amortization of FlowWorks' software estimated to have a three-year life. Bad debt expense of \$44,719 (2014 - \$Nil) relates to specific identified accounts deemed to be unrecoverable in FlowWorks. Financing costs of \$100,000 (2014 - \$Nil) relate to the due diligence process with the Investor for a potential convertible notes financing (see above). Foreign exchange gain of \$33,951 relates to the impact of the change in the Canadian / US dollar exchange rate on transactions in FlowWorks.

Operating Activities and Plans

Phase I

Strategy and Timeline

Following the completion of its initial public offering, the Company raised sufficient funds to complete the development of Phase I, which allowed ETS to engage clients (directly or indirectly) through several marketing agencies. These agencies will be sourced through a combination of personal contacts that the principals of the Company have developed throughout their years of industry experience, and word-of-mouth from agencies that hear about successful campaigns completed using the ETS Software. The new business is expected to drive ETS' revenue through 2016.

Phase I operations will continue indefinitely. The sales force is budgeted to increase steadily as required to maintain growth.

Software Development for ETS

ETS recently launched version 2.0 of its automated social referral marketing application. ETS' new application was rebuilt using the Microsoft Azure cloud hosting platform. The ETS application enables enterprises to leverage customer's social media networks for referral marketing and analytics purposes. The application uses CARL's proprietary big data platform to make sense of social media comments.

Azure provides the application with virtually unlimited scalability and data storage. Azure also increases overall operating efficiencies and provides a major cost savings in hosting fees. ETS now uses the following Microsoft Azure technologies:

- Azure Blob Storage and Azure Data Factory for unlimited data collection, storage and retrieval of customer data from social media networks;
- Azure Hive Scripts for data selection for analysis of specific data points;
- Azure Machine Learning for advanced analytics, enabling the extraction of key words and actions, temporality quotes and sentiment tracking; and
- HD Insight for computational and analytics purposes and to unveil in-depth insights into social media referral campaigns.

ETS has partnered with a digital marketing agency for distribution of its application to large multi-national companies.

ETS Software in Development

A total of \$81,658 has been expended on third party software programmers in the development of the customer referral software that ETS has created. The remaining \$204,172 is a fair market valuation adjustment upon the acquisition of ETS by CARL. The following table shows the composition of the value of the software in development:

| | ETS Software in Development | Fair Value on adjustment of acquisition of ETS | Total |
|-------------------------------------|-----------------------------|--|------------|
| Balance- June 30, 2014 | \$ 25,828 | \$ 204,172 | \$ 230,000 |
| Expenditure on software development | 7,311 | - | 7,311 |
| Balance – June 30, 2015 | 33,139 | 204,172 | 237,311 |
| Expenditure on software development | 48,519 | - | 48,519 |
| Balance – December 31, 2015 | \$ 81,658 | \$204,172 | \$ 285,830 |

Phase II

Strategy and Timeline

The goal of Phase II is for the Company, in the longer term, to complete one or more targeted acquisitions that demonstrates the following traits:

- Innovative and unique concept with potential to build on big data solutions;
- Founded by a visionary of their industry where the acquired company can utilize other innovations created by this key person;
- Potential for exponential growth in a market with large demand;
- Understandable technology that investors can comprehend;
- Proven or at least partially field tested technology; and/or
- Potential to complement a concept already in CARL's portfolio.

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The structure of each acquisition may differ in many respects with CARL acquiring 100% of the target in some cases, or a lower percentage with or without the possibility of acquiring a larger stake as an option or by some kind of performance measure. Structure will be determined on a case-by-case basis to maximize the value and control risk for the shareholders of CARL. The Company has not yet adopted a formal acquisition or investment policy.

Utilizing this strategy, the Company completed its second acquisition with FlowWorks on October 13, 2015. FlowWorks is an owner of a Software-as-a-Service (SaaS) web-based online application that provides its clients with advanced tools to analyze environmental data. FlowWorks has a proven platform with existing high-margin, recurring revenues and capacity for exponential growth. The acquisition will allow CARL to use the FlowWorks platform to branch into utility markets that are underserved by data analysis software and expand on the company's ability to provide turnkey BDaaS solutions for data centric companies.

FlowWorks has a committed, pre-existing customer base. CARL plans to expand upon FlowWorks' proven marketing strategy to attract new customers by implementing innovative marketing automation technologies, which include the use of CARL's ETS Social Referral Marketing Application. Integration with CARL's backend infrastructure will provide a more scalable and faster functioning application. CARL's scalable data storage and analytics solution will allow FlowWorks to collect larger volumes and more diverse types of data than it currently has the capacity to manage.

The nature of CARL's storage service lends itself to much easier data discovery. Using new methods of data modelling, Carl will add additional algorithmic and machine learning features for accurate and detailed predictions.

Following the acquisition, CARL will spend the next several months fully integrating FlowWorks into the operations of CARL which will include the following tasks::

- Transition FlowWork's web-based application to Microsoft Azure;
- Redesign FlowWork's Customer Manager System ("CMS");
- Build knowledge-based technical documentation for the FlowWorks application;
- Building marketing automation to integrate with CARL's CRM system;
- Expansion of marketing force in targeted geographic regions; and
- Add a technical project manager to assist in client-facing business development and customization projects.

Software Development for FlowWorks

The following is a list of planned upgrades and improvements to FlowWorks' software application:

- Upgrade FlowWork's application for the I&I function, a tool that allows end-users to determine the overall effectiveness of their waste water system;
- Develop a prototype application enabling end-users to make their own system customization and modifications;
- Creating a multi-site functionality to the application system; and
- Improve customer dashboard reporting features.

FlowWorks Acquired Software Application

The software application relates to the web-based application acquired with FlowWorks. The application is in use and being amortized over a period of three years.

| | Value | Amortization | Cumulative Translation Adjustment | Total |
|----------------------------------|--------------|--------------|-----------------------------------|--------------|
| Balance – June 30, 2014 and 2015 | \$ - | \$ - | \$ - | \$ - |
| Acquires software application | 1,600,000 | - | - | 1,600,000 |
| Amortization | - | (114,247) | - | (114,247) |
| Foreign currency translation | - | - | 99,088 | 99,088 |
| Balance – December 31, 2015 | \$ 1,600,000 | \$ (114,247) | \$ 99,088 | \$ 1,584,841 |

Sources and Uses of Cash

Liquidity and Capital Resources

During the six months ended December 31, 2015 the Company's operating activities required \$1,178,911 (2014 - \$53,372) in cash.

The company's cash as at December 31, 2015 was \$56,805 and the Company's working capital deficit was \$555,212.

Financing Activities

During the six months ended December 31, 2015, the Company received \$177,200 in cash from shares issued pursuant to private placements and corresponding share issue costs of \$2,016. \$22,000 was generated from the exercise of stock options. \$546,000 was generated from short term loans which will become due May 31, 2016 along with accrued interest. In the comparative period, the Company incurred share issuance costs and deferred charges of \$35,696 in advance of its initial public offering.

Investing Activities

The Company spent \$48,519 on software development in the six months of the ended December 31, 2015 (2014 - \$Nil). The Company acquired cash balances of \$124,056 upon the acquisition of FlowWorks by the issuance of common shares.

Capital Structure

As at the date of this MD&A, the Company has 29,552,731 common shares issued and outstanding.

| | Common Shares |
|--|----------------------|
| Balance – June 30, 2015 | 19,700,00 |
| Shares issued for acquisition of FlowWorks | 7,629,397 |
| Shares issued for cash | 664,000 |
| Shares issued on exercise of stock options | 200,000 |
| Shares issued for financing fees | 250,000 |
| Balance – December 31, 2015 | 28,443,397 |
| Issuance of shares for cash | 1,109,334 |
| Balance – February 29, 2016 | 29,552,731 |

Subsequent to December 31, 2015, the Company closed the final tranche of its non-brokered private placement offering, by issuing 1,109,334 units, at a price of \$0.30 per unit, for total gross proceeds of \$332,800. Each unit consists of one common share and one-half share purchase warrant. Each full warrant and agent's warrant is exercisable at \$0.45 for a period of 24 months from the date of closing. The warrants are subject to an acceleration provision such that the Company will have the right to accelerate the expiry of the warrants to a 30-day period if the Company's common shares trade at a price greater than \$0.75 for a period of ten consecutive trading days.

Stock Options

On January 22, 2015, the Company adopted an incentive stock option plan. Under the terms of this plan, the total number of share purchase options to be granted and outstanding may not exceed 10% of the total issued and outstanding common shares of the Company at the date of grant. Options may be granted with an exercise price equal to the market price of the common shares less any permitted discount on the grant date, vest according to privileges set at the time the options, have a minimum price of \$0.10 and are granted and expire no later than five years from the date of grant.

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The changes in stock options during the six months ended December 31, 2015 are as follows:

| | Weighted average exercise price | Number of shares issued or issuable on exercise |
|-----------------------------|--|--|
| Balance – June 30, 2015 | \$0.11 | 1,835,000 |
| Exercised | \$0.11 | (200,000) |
| Balance – December 31, 2015 | \$0.11 | 1,635,000 |

Subsequent to December 31, 2015, an aggregate of 1,128,600 incentive stock options have been granted.

Share Purchase Warrants

Details regarding warrants issued and outstanding for the six months ended December 31, 2015 are summarized as follows:

| | Weighted average exercise price | Number of shares issued or issuable on exercise |
|-----------------------------|--|--|
| Balance - June 30, 2015 | \$0.25 | 1,070,680 |
| Issuance of warrants | \$0.44 | 118,720 |
| Balance – December 31, 2015 | \$0.27 | 1,189,400 |

During the three months ended December 31, 2015, 118,720 warrants were issued and, no warrants were exercised or expired. Subsequent to December 31, 2015, 554,667 warrants were issued.

The expiry of agents' and share purchase warrants are as follows:

| | Exercise price | Number of warrants | Expiry date |
|-------------------------|-------------------|-----------------------|-------------------|
| Agent's warrants | \$0.20 | 85,680 | June 5, 2016 |
| Share purchase warrants | \$0.35 | 625,000 | June 5, 2016 |
| Agents' warrants | \$0.30 | 6,720 | December 31, 2016 |
| Agents' warrants | \$0.10 | 360,000 | January 21, 2017 |
| Share purchase warrants | \$0.45 | 112,000 | December 31, 2017 |
| | | 1,189,400 | |

Financial Instruments and Risk Management

The Company's objective is to have sufficient working capital to maintain financial flexibility and to sustain the future development of ETS and FlowWorks. In order to maintain financial flexibility, the Company may from time to time issue shares and adjust its capital spending to manage current and projected cash requirements. To assess its financial strength, the Company continually monitors its cash balances and working capital. In the management of capital, the Company includes the components of shareholder's equity as well as cash and cash equivalents.

The Company's share capital is not subject to external restrictions as of the date of this MD&A.

There were no changes to the Company's approach to capital management during the six months ended December 31, 2015.

The Company's financial instruments consist of cash, amounts receivable, accounts payable and short term loans. The fair values of these financial instruments approximate their carrying values due to the short-term nature of the instruments or their cash value.

The Company may be exposed to a variety of financial risks by virtue of its activities including currency, credit, interest rate, and liquidity.

Market risk

Market risk is the risk that changes in market prices, such as foreign exchange rates, interest rates and equity prices will affect the fair value or future cash flows of a financial instrument. The objective of market risk management is to manage and control market risk exposures within acceptable parameters, while optimizing the return. At December 31, 2015, the Company considered that foreign exchange risk was a significant market risk.

Following the acquisition of FlowWorks, the Company has increased exposure to the United States dollar. FlowWorks has sales in Canada and the United States and incurs expenses in the Canadian and United States dollar. As such, the Company is exposed to foreign currency risk in fluctuations among these currencies. Fluctuations in the exchange rate between the Canadian dollar and United States dollar may have a material effect on the Company's business and financial condition.

An increase or decrease of 5% in the foreign exchange rate between the Canadian and US dollar would have had an impact of \$55,700 on the Company's comprehensive income (loss) for the period.

Credit risk

Credit risk arises from the non-performance by counterparties of contractual financial obligations. The Company's maximum exposure to credit risk at the reporting date is related to the collection of Amounts receivable from customers and Canada Revenue Agency. The Company monitors accounts receivable for aging and changes in customer credit to indicate bad debts. Other credit risk is related to the carrying value of cash, which the Company holds at a major Canadian chartered bank in a chequing account, and in a cash account with a Canadian Investment Dealer.

Interest rate risk

Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates. The Company's interest rate risk mainly arises from changes in the interest rates on cash. Cash generates interest based on market interest rates. At December 31, 2015, the Company was not subject to significant interest rate risk.

Liquidity risk

Liquidity risk is the risk that an entity will encounter difficulty in meeting obligations associated with financial liabilities that are settled by delivering cash or another financial asset. The Company manages liquidity risk by striving to maintain adequate cash balances. If necessary, the Company may raise funds through the issuance of debt, equity or sale of non-core assets. The Company works to meet its obligations by continuously monitoring and reviewing actual and forecasted cash flows, and matching the maturity profile of financial assets to development, capital and operating needs. The Company's accounts payable are due within 30 to 60 days, and the short-term loans become due on May 31, 2016. The Company has worked to reduce liquidity risk by leveraging equity instruments.

Off-Balance Sheet Arrangements

The Corporation has no off-balance sheet arrangements.

Related Party Transactions

The Company's related parties include its subsidiaries, key management personnel and companies related by way of directors and shareholders in common. Transactions with related parties for goods and services are made on normal commercial terms and are considered to be at arm's length.

The Company has entered into an executive consulting agreement for the services of the President and CEO, with a company controlled by the CEO and director of the Company. Under the terms of the agreement, the Company will pay the company a total of \$10,000 per month for the services of President and CEO. The Company may terminate the agreement with 30 days' notice.

During the six months ended December 31, 2015, the Company paid or accrued total compensation of \$79,500 (2014 - \$24,000) in consulting fees to key management personnel and their related companies. Key management personnel includes a company controlled by the CEO of the Company, a company controlled by a director of the Company, a company controlled by the CFO of the Company, and the former CFO of the Company.

Included in accounts payable and accrued liabilities is \$20,259 (June 30, 2015 - \$2,916) due to officers, directors, and a spouse of a director of the Company. Additionally, the Company has entered into loan agreements with a related party totaling \$60,000 as detailed in note 10 of the accompanying financial statements.

On June 9, 2014, ETS signed a referral services agreement with RA Revenue Automation Inc. ("RA") whereby RA agreed to use ETS as its exclusive referral marketing application and include the concept in all relevant business development pitches to customers. The Company's CEO and director is the Vice President of Professional Services for RA and owns 10% of RA through a company controlled by the CEO and director. Revenue recorded on the statement of comprehensive loss is from RA as well as the accounts receivable in note 7 of the accompanying unaudited condensed consolidated interim financial statements.

Critical Accounting Estimates

The Company's financial statements are impacted by the accounting policies used, and the estimates and assumptions made by management during their preparation. The Company's accounting policies are consistent with those used to prepare the audited consolidated financial statements for the year ended June 30, 2015 except where the Company has adopted new policies to address new. The accounting estimates that the Company considers to be critical are described in Note 5 of the accompanying condensed consolidated interim financial statements for the three and six months ended December 31, 2015. The accounting estimates considered to be significant to the Company include the review of the carrying values of software development assets, acquisition date fair values of identifiable assets and liabilities of FlowWorks, and equity transactions.

Management reviews the carrying values of its software development assets on a quarterly basis to determine whether any impairment should be recognized.

Future Changes in Accounting Policies

At the date of authorization of these condensed interim consolidated financial statements, the IASB and IFRIC has issued the following new and revised standards, amendments and interpretations which are not yet effective during the year ended June 30, 2016:

IFRS 9 Financial instruments (revised)

IFRS 9, Financial Instruments is part of the IASB's wider project to replace IAS 39 Financial Instruments: Recognition and Measurement. IFRS 9 retains but simplifies the mixed measurement model and establishes two primary measurement categories for financial assets: amortized cost and fair value. The basis of classification depends on the entity's business model and the contractual cash flow characteristics of the financial asset. The standard is effective for annual periods beginning on or after January 1, 2018. The Company has not yet made an assessment of the impact of the amendments.

There are no other IFRS or IFRIC interpretations that are not yet effective that would be expected to have a material impact on the Company.

Risk Factors

The following are major risk factors management has identified which relate to the Company's business activities. Such risk factors could materially affect the Company's future financial results, and could cause events to differ materially from those described in forward-looking statements relating to the Company. Though the following are major risk factors identified by management, they do not comprise a definitive list of all risk factors related to the Company's business and operations. Other specific risk factors are discussed elsewhere in this MD&A.

Stage of Development

The Company's software is in the early prototype stage and the Company does not have an operating history. The process of developing new technology and new markets involves a high degree of risk and the technology could contain defects that lead to costs, damage to reputation or litigation. The amounts attributed to the Company's holdings in its software in development as reflected in its financial statements represent development expenses and fair value adjustments and should not be taken to represent realizable value. There is no assurance that the Company's software development activities will result in commercially profitable operations.

Capitalization and Commercial Viability

The Company will require additional funds to continue operations. The Company has limited financial resources, and there is no assurance that additional funding will be available to the Company to carry out the completion of all proposed activities. There can be no assurance that the Company will be able to obtain adequate financing in the future or that the terms of such financing will be favourable. Failure to obtain such additional financing could result in the curtailment of operations, liquidation of assets, seeking of additional capital on less favourable terms and/or other remedial measures.

History of Operating Losses

The Company has an accumulated deficit since its incorporation through December 31, 2015 of \$1,465,089. The deficit may increase in the near term, as the Company continues its product development and establishes sales channels for its new products.

General Economic Conditions

The Company currently operates in Canada and the United States and, like all global businesses, it has been subject to the impact of the current global credit and financial crisis on consumers in its areas of operations and the discretionary spending available to them. General economic conditions have resulted in reduced consumer and government spending and have impacted the Company's profitability. Should these conditions continue to prevail, there will be further pressure on the Company's profitability.

Key Employees

The success of the Company, like all marketing and software companies, is largely dependent on the performance of its key employees and directors. The failure to retain key employees and directors and to attract and retain additional key employees with necessary skills could have a material adverse impact upon the Company's growth and profitability. Competition for highly skilled management, technical and other employees is intense. There can be no assurance that the Company will be successful in attracting and retaining such personnel and the departure of any of the members of the Company's executive team or key directors could have a material adverse effect on the Company's business, results of operations and financial condition.

New Market Risk

The Company is operating in a large market, but is providing a previously unavailable service. The Company faces uncertainty as to the degree of new and continuing market acceptance of its products. The performance of the Company also depends on the performance on agencies that the Company partners with along with their end customers.

Customer Risks

The Company is dependent on proper pricing of products, reporting of successful results of referral campaigns and timely collection of customer accounts. The Company is also dependent on its ability to ensure that their customers operate within the terms of its service agreements.

Intellectual Property Risks

The Company has taken steps to protect its proprietary technology. The Company relies on a combination of trademark, trade secrets, laws and other intellectual property protection methods to protect its proprietary technology. These steps may not completely protect the Company's proprietary technology, nor give it a competitive edge. Others may independently develop substantially equivalent technology or gain access to our trade secrets. If the Company is unable to protect its intellectual property, the business over time could be materially affected. The Company will pursue all avenues available to it, if necessary, to enforce its patents, and to protect its trademarks and other intellectual property rights owned by the Company.

Reliance on Information Systems and Technology

The Company's business relies upon information technology systems to service customers at the point of sale. Its information technology systems may be vulnerable to unauthorized access, computer viruses, system failures, other malicious acts or acts of nature. Should a significant disruption to its information technology to occur, the Company's earnings could be adversely affected through loss of revenue and the costs to rectify the disruption. The Company is in an industry with many competitors that lay claim to intellectual property. The Company may receive notice from a third party asserting the Company has infringed on their intellectual property rights. As a result of such claims the Company's earnings could be adversely affected by costly litigation, product injunctions or consumption of management attention. The Company may also be required to expend significant capital and resources to protect against the threat of security, encryption and authentication technology breaches or to alleviate problems caused by such breaches.

Reliance on Third Party Licenses

The Company relies on certain software that it licenses from third parties, including a software program that is integrated with internally developed software and used in the Company's products to perform key functions. There can be no assurance that these third-party licenses will continue to be available to the Company on commercially reasonable terms. The loss of, or inability to maintain, any of these licenses, could result in delays or reductions in product and service deployment until equivalent software can be developed, identified, licensed and integrated, which could materially adversely affect the Company's business, results of operations and financial condition.

Risk Associated with International Operations

Management of the Company believes that its continued growth and profitability will require expansion of its sales further in the United States and into other foreign markets. This expansion will require significant management attention and financial resources and could adversely affect the Company's operating margins. In order to increase international sales in subsequent periods, the Company may establish additional foreign operations, incur substantial infrastructure costs, hire additional personnel and recruit international resellers. To the extent that the Company is unable to expand international sales in a timely and cost-effective manner, the Company's business, results of operations and financial condition could be materially adversely affected. In addition, even with the possible recruitment of additional personnel and international partners, there can be no assurance that the Company will be successful in maintaining or increasing international market demand for the Company's applications and services. The risk associated with currency fluctuations are comprised mainly of the Company's United States denominated sales, component purchases and other expenses. In the future, it is expected that a portion of revenues may be realized in other foreign currencies as a result of international sales. Fluctuations in the exchange rate between the Canadian dollar and other currencies, particularly the United States dollar, may have a material adverse effect on the Company's results of operations, financial condition and any business prospects. The Company may use hedges to mitigate the risk of foreign currency exposure.

Goodwill

Goodwill is the excess of the cost of an acquired enterprise over the net amount assigned to individual assets acquired and liabilities assumed in a business combination. Goodwill is not amortized and is tested for impairment annually by comparing the fair value of the operating cash flows to the carrying value of the reporting unit.

Expansion

The success of the Company's continued expansion will depend upon many factors, including the ability of the Company to maintain acceptable attrition rates and control of operating costs. There can be no assurance that the Company will be able to grow or achieve its continued expansion. Such risks, if they materialize, could have a material adverse effect on the Company's business, financial condition, liquidity and results of operations.

Available Workforce

The Company's continued success will depend on the performance and continued service of the Company's employees. The Company relies on the ability to attract new software engineers and developers, research and development staff, production personnel and key sales and marketing employees. The Company will continue to develop our employees and search for key new hires, however there is no assurance that the Company will be able to retain existing personnel or attract, hire and retain additional qualified personnel.

Disclosure Controls and Procedures

The Chief Executive Officer ("CEO") and Chief Financial Officer ("CFO") are responsible for establishing and maintaining the Company's disclosure controls and procedures and internal controls over financial reporting to provide reasonable assurance that material information about the Company and its subsidiaries would have been known to them and regarding the reliability of financial reporting and the preparation of financial statements for external purposes.

The CEO and CFO have evaluated and concluded that the Company's disclosure controls and procedures are adequate and effective for providing reasonable assurance that material information relating to the Company, including its consolidated subsidiary, would have been known to them as of the three months ended December 31, 2015.

Further, as of the three months ended December 31, 2015, the CEO and CFO have evaluated and concluded that the Company's internal controls over financial reporting have been adequate to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes. However, control systems, no matter how well designed and operated, have inherent limitations, therefore, those systems, although determined to be adequately designed, can provide only reasonable assurance that the objectives of the system are met.

During the three months ended December 31, 2015, there was no change in the Company's internal controls over financial reporting that has materially affected, or is reasonably likely to materially affect, the internal control over financial reporting.